

Message Text

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UNCLAS NEW DELHI 5353

E.O. 11652: N/A
TAGS: BEXP IN
SUBJECT: PRELIMINARY REPORT ON CATALOG AND FILM EXHIBIT
ON PRINTING AND GRAPHIC ARTS EQUIPMENT IN NEW DELHI
ON APRIL 3-4.

1. SUMMARY: FIRST OF FOUR CATALOG AND FILM EXHIBITS ON PRINTING AND GRAPHIC ARTS EQUIPMENT IN INDIA WAS HELD AT THE AMERICAN CENTER LIBRARY IN NEW DELHI ON APRIL 3-4. SOME 650 COMMERCIAL PRINTERS GOVERNMENT PRINTERS, PUBLISHERS AND AGENTS ATTENDED THE EXHIBIT AND MADE ABOUT 300 INQUIRIES TO THE 49 PARTICIPATING AMERICAN FIRMS. AN EXAMPLE OF EFFECTIVENESS OF THE SHOW IS THAT LOCAL AGENT FOR COMPUGRAPHIC CORPORATION GOT A SIGNED ORDER FOR A PHOTOTYPESETTING MACHINE ON THE FLOOR OF THE EXHIBIT, FOURTH SUCH MACHINE SOLD IN INDIA. MR. JOHN A. BURGESS, INDUSTRY REPRESENTATIVE AND MARKETING DIRECTOR FOR THE PRINTING AND GRAPHIC ARTS TECHNICAL FOUNDATION, DID A FIRST CLASS, PROFESSIONAL JOB. EIGHT TECHNICAL FILMS SHOWN WERE WELL RECEIVED. INTERNATIONAL COMMUNICATIONS AGENCY PROVIDED EXCELLENT SUPPORT. END SUMMARY.

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2. PROMOTION: EXHIBIT WAS PROMOTED BY TWO DIRECT MAILINGS ON MARCH 1 AND MARCH 17 TO ABOUT 1,000 SELECTED COMMERCIAL PRINTERS, GOVERNMENT PRINTERS, BOOK PUBLISHERS, NEWSPAPER PUBLISHERS AND AGENTS. PUBLICITY WAS ALSO GIVEN IN THE EMBASSY'S MONTHLY "COMMERCIAL NEWSLETTER" AND BY A FULL-PAGE AD IN THE MARCH ISSUE OF THE "PRINTING TIMES", MONTHLY JOURNAL OF THE ALL INDIA FEDERATION OF MASTER PRINTERS.

PRESS WAS INVITED TO THE OPENING CEREMONY AND EXHIBIT, AND A PRESS RELEASE WAS ISSUED TO LEADING NEWSPAPERS ON APRIL 3. A LUNCHEON WAS GIVEN ON APRIL 4 BY COMMERCIAL COUNSELOR EDWARD W.M. BRYANT FOR MR. BURGESS AND SIX MOST PROMINENT LEADERS OF PRINTING INDUSTRY IN NEW DELHI.

3. OPENING CEREMONY. ABOUT 100 INVITED GUESTS ATTENDED THE OPENING CEREMONY HELD AT 1000 HOURS ON APRIL 3 IN THE AMERICAN CENTER LIBRARY AUDITORIUM. AMBASSADOR ROBERT F. GOHEEN MADE THE WELCOMING REMARKS. MR. GOWARDHAN KAPUR, EX-PRESIDENT OF THE ALL INDIA FEDERATION OF MASTER PRINTERS, MR. V.N. CHHABRA, HONORARY GENERAL SECRETARY OF THE ALL INDIA FEDERATION OF MASTER PRINTERS AND MR. JOHN A. BURGESS, MARKETING DIRECTOR OF THE GRAPHIC ARTS TECHNICAL FOUNDATION, ALSO PARTICIPATED, AS WELL AS COMMERCIAL COUNSELOR AND COMMERCIAL ATTACHE.

4. EXHIBIT. ABOUT 6)2 COMMERCIAL PRINTERS, GOVERNMENT PRINTERS, PUBLISHERS, AND AGENTS VISITED THE EXHIBIT SOME COMING FROM AS FAR AWAY AS AMRITSAR, 350 MILES, ESPECIALLY TO ATTEND THE SHOW. AGENTS OF SEVEN AMERICAN COMPANIES PARTICIPATING IN THE SHOW WERE AT THE EXHIBIT BOTH DAYS AND EACH RECEIVED BETWEEN 15-25 SOLID SALES LEADS. A COMMENT VOICED REPEATEDLY BY VISITORS WAS THAT "THE EXHIBIT CAME AT A MOST OPPORTUNE TIME TO TAKE ADVANTAGE OF GOOD PROSPECTS FOR SALES OF AMERICAN EQUIPMENT UNCLASSIFIED

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TO INDIAN PRINTING INDUSTRY.

5. INDUSTRY TRADE REPRESENTATIVE. MR. JOHN A. BURGESS MET INDIVIDUALLY AND IN GROUPS WITH MORE THAN 180 PERSONS AT THE EXHIBIT. HE SPOKE WITH MORE THAN 180 PERSONS AT THE EXHIBIT. HE SPOKE WITH A NUMBER OF OTHERS AT PRIVATE DINNERS AND AT HIS HOTEL. MR. BURGESS WAS KNOWLEDGEABLE, PROFESSIONAL AND MOST EFFECTIVE IN HIS PRESENTATIONS AND INDIVIDUAL MEETINGS. WE WERE VERY PLEASED WITH HIS EFFORTS AND HIS VITAL CONTRIBUTION TO THE SUCCESS OF THE EXHIBIT.

6. TECHNICAL FILMS. WE SHOWED EIGHT TECHNICAL FILMS EACH DAY, FOUR FILMS IN EACH OF TWO SESSIONS. MORE THAN 400 PERSONS ATTENDED THE FILM SHOWS. SEVERAL ORGANIZATIONS HAVE REQUESTED US TO SHOW THE FILMS TO THEIR FULL STAFFS ONCE THE EXHIBITS ARE OVER. WE ARE MAKING ARRANGEMENTS TO DO THIS.

7. INTERNATIONAL COMMUNICATIONS AGENCY SUPPORT WAS EXCELLENT. THEY DESIGNED COVER FOR THE DIRECTORY OF PARTICIPATING US FIRMS AND THE INVITATION, PREPARED

PHOTO PANELS AND DISPLAY SIGNS, PROVIDED DISPLAY
RACKS AND FURNITURE, WROTE PRESS RELEASE,
SUPPLIED A PHOTOGRAPHER, AND FURNISHED A PROJECTIONIST.

8. STATISTICS ON EXHIBIT.

NUMBER OF VISITORS: APPROX. 650

NUMBER OF INQUIRES: 300

NUMBER OF EXHIBITING FIRMS: 49

NUMBER OF FIRMS RECEIVING INQUIRIES: 49

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9. CONCLUSION. SHOW IN NEW DELHI, QUITE FRANKLY, EXCEEDED
OUR EXPECTATIONS. RESPONSE WAS FAR BEYOND OUR MOST
OPTIMISTIC PROJECTIONS AND WE FEEL CERTAIN SIGNIFICANT
RESULTS WILL BE OBTAINED FROM EXHIBIT.
GOHEEN

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